

Intervention: Hotlines and other resources for information

Finding: Insufficient evidence to determine effectiveness

Potential partners to undertake the intervention:

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| <input type="checkbox"/> Nonprofits or local coalitions | <input type="checkbox"/> Businesses or labor organizations |
| <input type="checkbox"/> Schools or universities | <input type="checkbox"/> Media |
| <input checked="" type="checkbox"/> Health care providers | <input type="checkbox"/> Local public health departments |
| <input type="checkbox"/> State public health departments | <input type="checkbox"/> Policymakers |
| <input checked="" type="checkbox"/> Hospitals, clinics or managed care organizations | <input type="checkbox"/> Other: |

Background:

Staffed by trained specialists or health care providers skilled in breastfeeding, hotlines can be operated locally or regionally. Breastfeeding mothers can call hotlines with time-sensitive questions. Some, but not all, hotlines seek to connect the mother with in-person assistance following the telephone consultation.

Additional sources of information covered by this intervention include Web sites, online chats and forums, pamphlets, tear-off informational sheets, books, and posters.

Findings from the systematic reviews:

Research indicates that on its own, printed breastfeeding information such as pamphlets, books and posters has no effect on initiation of breastfeeding or its duration. However, these materials are often a component of multi-faceted breastfeeding interventions, which have been shown to increase initiation rates and duration of breastfeeding. To date, breastfeeding hotlines and Web-based breastfeeding support have not been evaluated; therefore, there is insufficient evidence to determine their effectiveness.

Practices that lack sufficient research to support effectiveness should not be confused with ineffective programs. Rather, they should be recognized as programs that have the potential to become evidence-based practices—if properly evaluated. Practitioners are encouraged to monitor the impact of these programs in their communities and report on their findings in order to build a base of knowledge sufficient to reach consensus.

Limitations/Comments:

The recommendations in this priority area are largely informed by the Centers for Disease Control and Prevention (CDC) Guide to Breastfeeding Interventions. Although the CDC report draws heavily on the reviews of the Cochrane Collaboration, a well-respected source of research in public health, its methodology for categorizing interventions is not outlined explicitly.

References:

Shealy KR, Li R, Benton-Davis S, Grummer-Strawn LM. The CDC Guide to Breastfeeding Interventions. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2005. Available online at: http://www.cdc.gov/breastfeeding/pdf/breastfeeding_interventions.pdf

United States Breastfeeding Committee Issue Paper: [Workplace Breastfeeding Support](#). Available online at: www.usbreastfeeding.org/Issue-Papers/Workplace.pdf

United States Breastfeeding Committee: [Accommodations for Breastfeeding in the Workplace Checklist](http://www.usbreastfeeding.org/Issue-Papers/Checklist-WP-BF-Support.pdf). Available online at: www.usbreastfeeding.org/Issue-Papers/Checklist-WP-BF-Support.pdf